AMENDMENT OF THE CLAIMS:

Please delete the previous Title to Invention as follows:

INTERNET BASED BRAND MANAGEMENT AND MARKETING COMMUNICATION INSTRUMENTATION NETWORK FOR DEPLOYING, INSTALLING AND REMOTELY PROGRAMMING BRAND BUILDING SERVER-SIDE DRIVEN MULTI MODE VIRTUAL KIOSKS ON THE WORLD WIDE WEB (WWW), AND METHODS OF BRAND MARKETING COMMUNICATION BETWEEN BRAND MARKETERS AND CONSUMERS USING THE SAME

and add the new Title of Invention as follows:

approved for entry 8/8/2008 jdc --INTERNET-BASED PRODUCT BRAND MARKETING COMMUNICATION NETWORK ALLOWING MEMBERS OF A BRAND MANAGEMENT TEAM TO COMMUNICATE DIRECTLY WITH CONSUMERS BROWSING ALONG THE FABRIC OF THE WORLD WIDE WEB (WWW), USING PROGRAMMABLE MULTI-MODE VIRTUAL KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE COMPONENTS AND MANAGED BY PRODUCT BRAND MANAGEMENT TEAM MEMBERS AND/OR AUTHORIZED PARTIES---